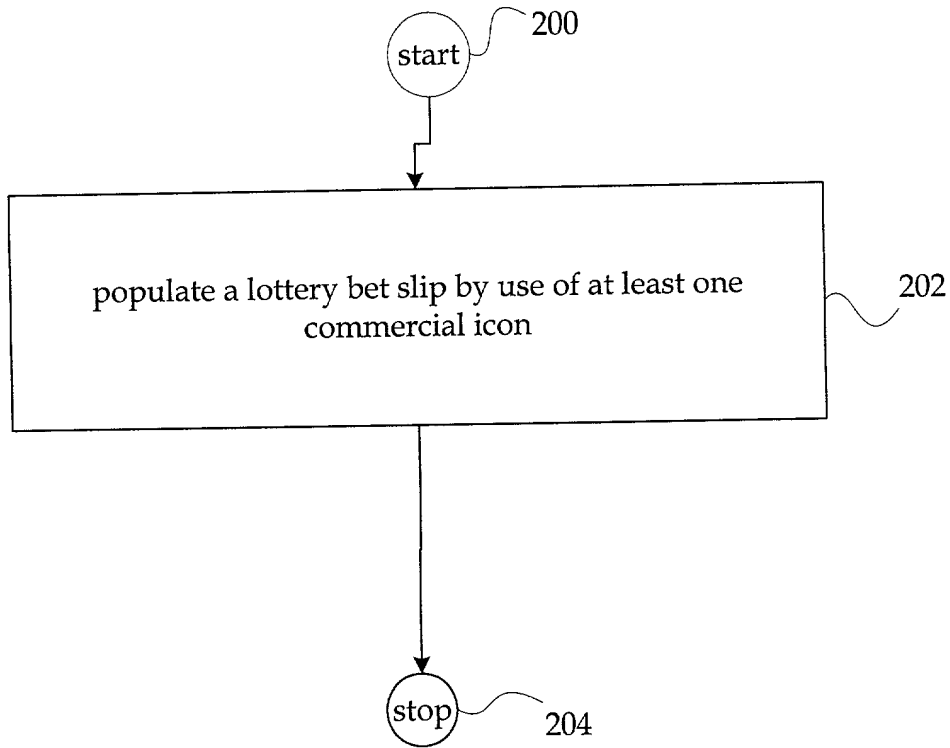
*Fig. 1*

2/26



*Fig. 2*

3/26



264

**\$1,000,000 Cash Prize EVERY WEEK!**

*Presented By America's Most Trusted Brands*

Register  
How to play

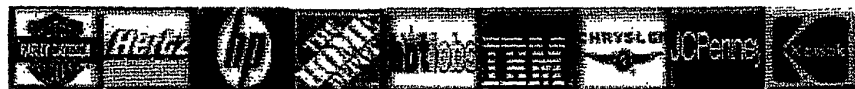
username

password

**Delta**

Click button

Executive  
Summary



--	--	--	--	--	--	--	--

264

252

254

256

258

260

262

264

264

266

250

240

FIG. 2A

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# \$1,000,000 Cash Prize EVERY WEEK!

*Presented By America's Most Trusted Brands*



Register  
How to play

username

password

Delta

Click button



Executive  
Summary



--	--	--	--	--	--	--

252 254 256 258 260 262

26A

250

26A

290

FIG. 2B

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# \$1,000,000 Cash Prize EVERY WEEK!

*Presented By America's Most Trusted Brands*



Register  
How to play

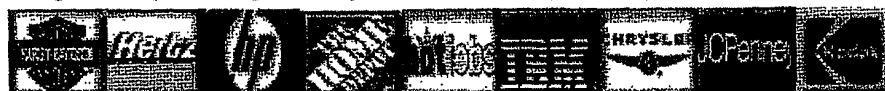
username

password

Delta

Click button

Executive  
Summary



--	--	--	--	--	--

26A

252

254

256

258

260

262

26A

250

290

205020-9482001

F16.2C

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# \$1,000,000 Cash Prize EVERY WEEK!

*Presented By America's Most Trusted Brands*

Register  
How to play

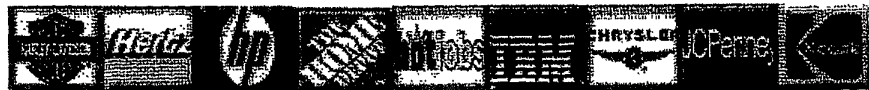
username

password

Delta

Click button

Executive  
Summary



252 254 256 258 260 262

250

240

FIG. 2D

2009020-97822007

Win a Free Car Every Day, 365 Days a Year!

FORD

Free

Lotto

Register Here to Play

username

password

Mobil

0

Click button



My Mobil Gas Miles



Executive Summary

CONTACT US

Grid of car models and logos including: VOLVO V40, LINCOLN Blackwood, FORD Taurus, MAZDA Miata, FORD Explorer, FORD Escape, VOLVO S80, MAZDA MPV, MAZDA Protege, MAZDA 3, MAZDA 6, MAZDA 7, MAZDA 9, MAZDA 10, MAZDA 11, MAZDA 12, MAZDA 13, MAZDA 14, MAZDA 15, MAZDA 16, MAZDA 17, MAZDA 18, MAZDA 19, MAZDA 20, MAZDA 21, MAZDA 22, MAZDA 23, MAZDA 24, MAZDA 25, MAZDA 26, MAZDA 27, MAZDA 28, MAZDA 29, MAZDA 30, MAZDA 31, MAZDA 32, MAZDA 33, MAZDA 34, MAZDA 35, MAZDA 36, MAZDA 37, MAZDA 38, MAZDA 39, MAZDA 40, MAZDA 41, MAZDA 42, MAZDA 43, MAZDA 44, MAZDA 45, MAZDA 46, MAZDA 47, MAZDA 48, MAZDA 49, MAZDA 50, MAZDA 51, MAZDA 52, MAZDA 53, MAZDA 54, MAZDA 55, MAZDA 56, MAZDA 57, MAZDA 58, MAZDA 59, MAZDA 60, MAZDA 61, MAZDA 62, MAZDA 63, MAZDA 64, MAZDA 65, MAZDA 66, MAZDA 67, MAZDA 68, MAZDA 69, MAZDA 70, MAZDA 71, MAZDA 72, MAZDA 73, MAZDA 74, MAZDA 75, MAZDA 76, MAZDA 77, MAZDA 78, MAZDA 79, MAZDA 80, MAZDA 81, MAZDA 82, MAZDA 83, MAZDA 84, MAZDA 85, MAZDA 86, MAZDA 87, MAZDA 88, MAZDA 89, MAZDA 90, MAZDA 91, MAZDA 92, MAZDA 93, MAZDA 94, MAZDA 95, MAZDA 96, MAZDA 97, MAZDA 98, MAZDA 99, MAZDA 100.

PLAY FREE



Chosen Entries Displayed

252	MERCU Houma Houma
254	
256	
258	



Click any 4 logos per entry. Win Gas Miles with every entry! Maximum 3 entries daily. Winners

FIG. 2E

240

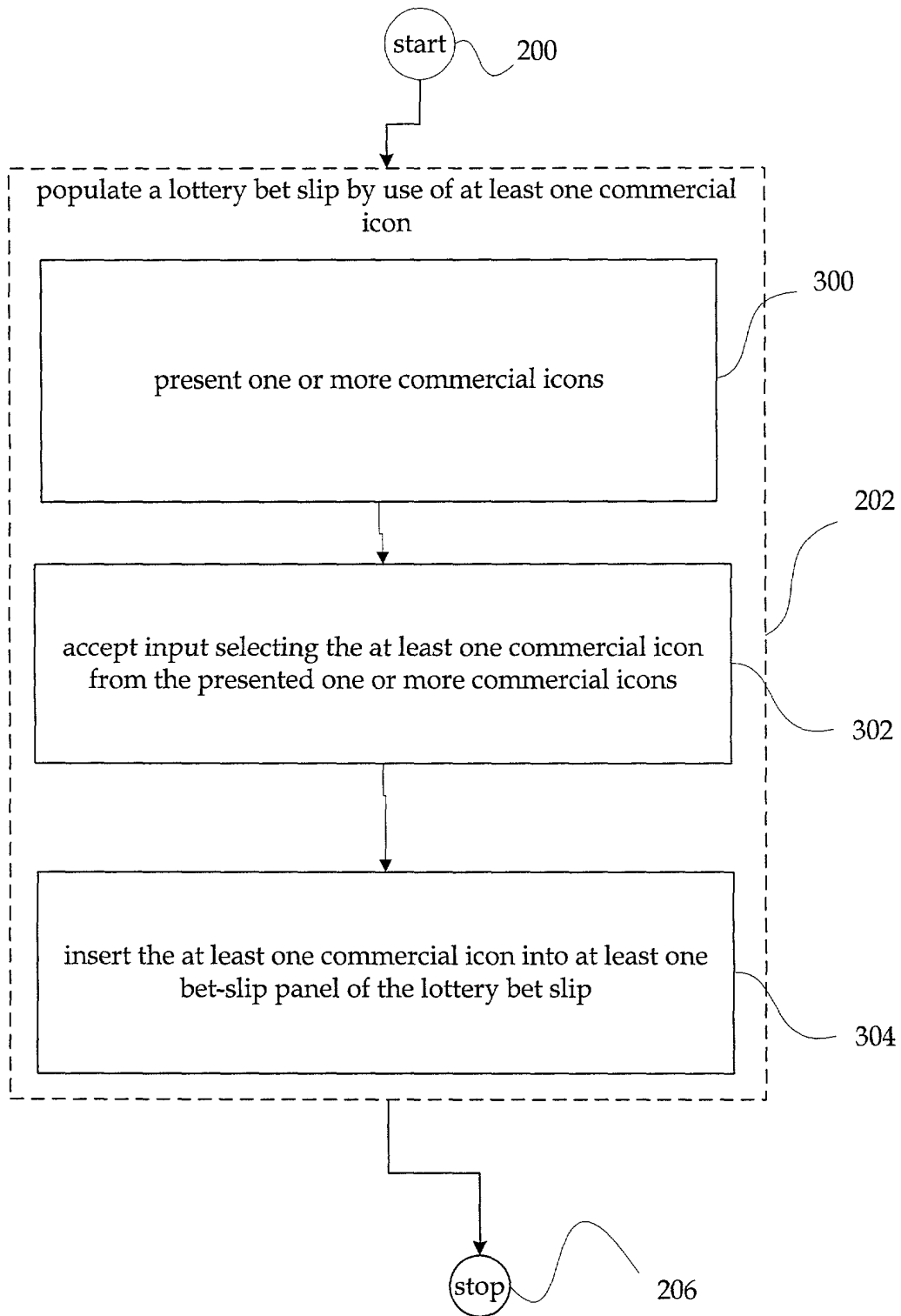
264

266





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*Fig. 3*

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start 200

populate a lottery bet slip by use of at least one commercial icon

present one or more commercial icons

display the one or more commercial icons via a visual interface

transmit the one or more commercial icons via an auditory interface

300

402

202

accept input selecting the at least one commercial icon from the presented one or more commercial icons

302

insert the at least one commercial icon into at least one bet-slip panel of the lottery bet slip

304

stop 206

Fig. 4

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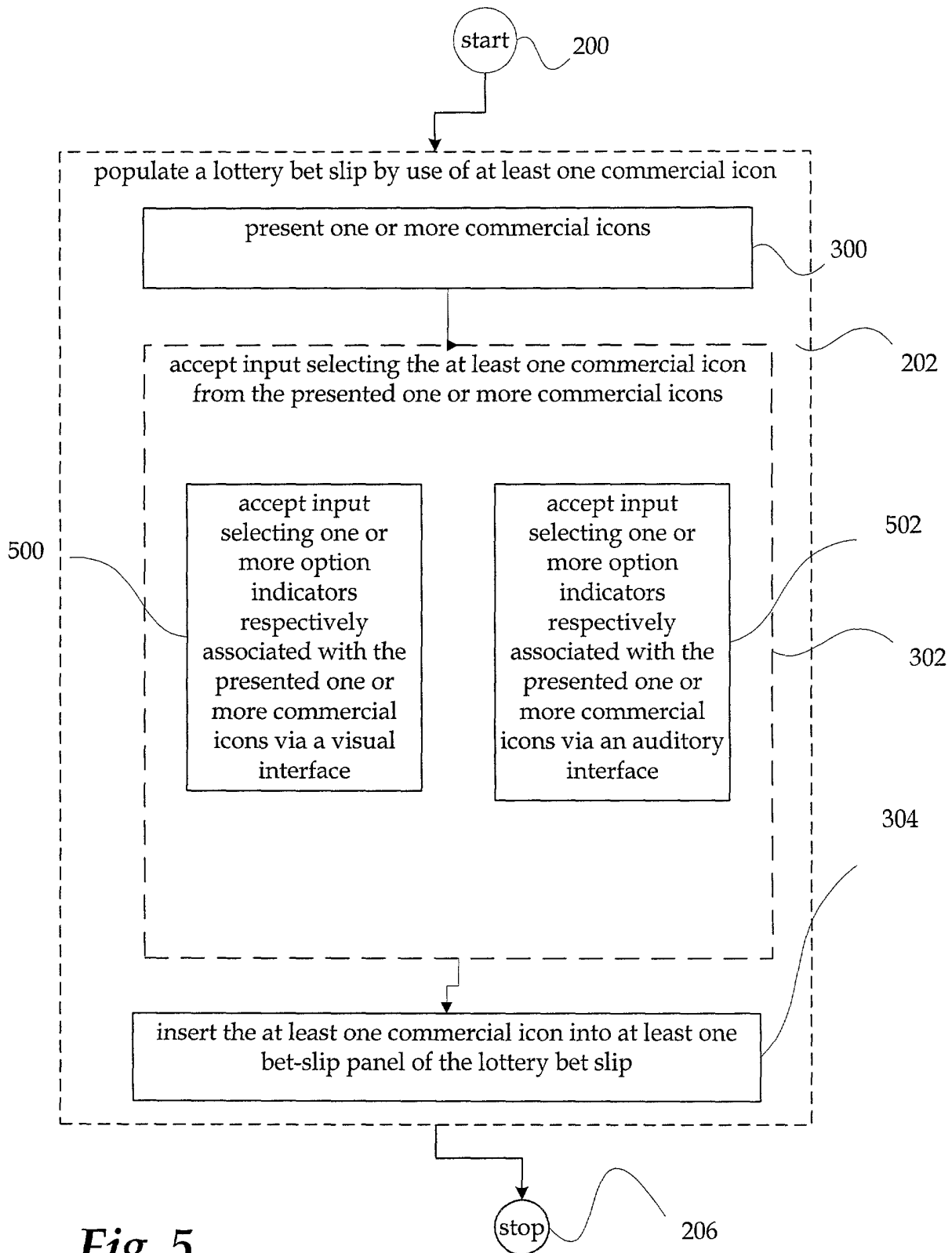


Fig. 5

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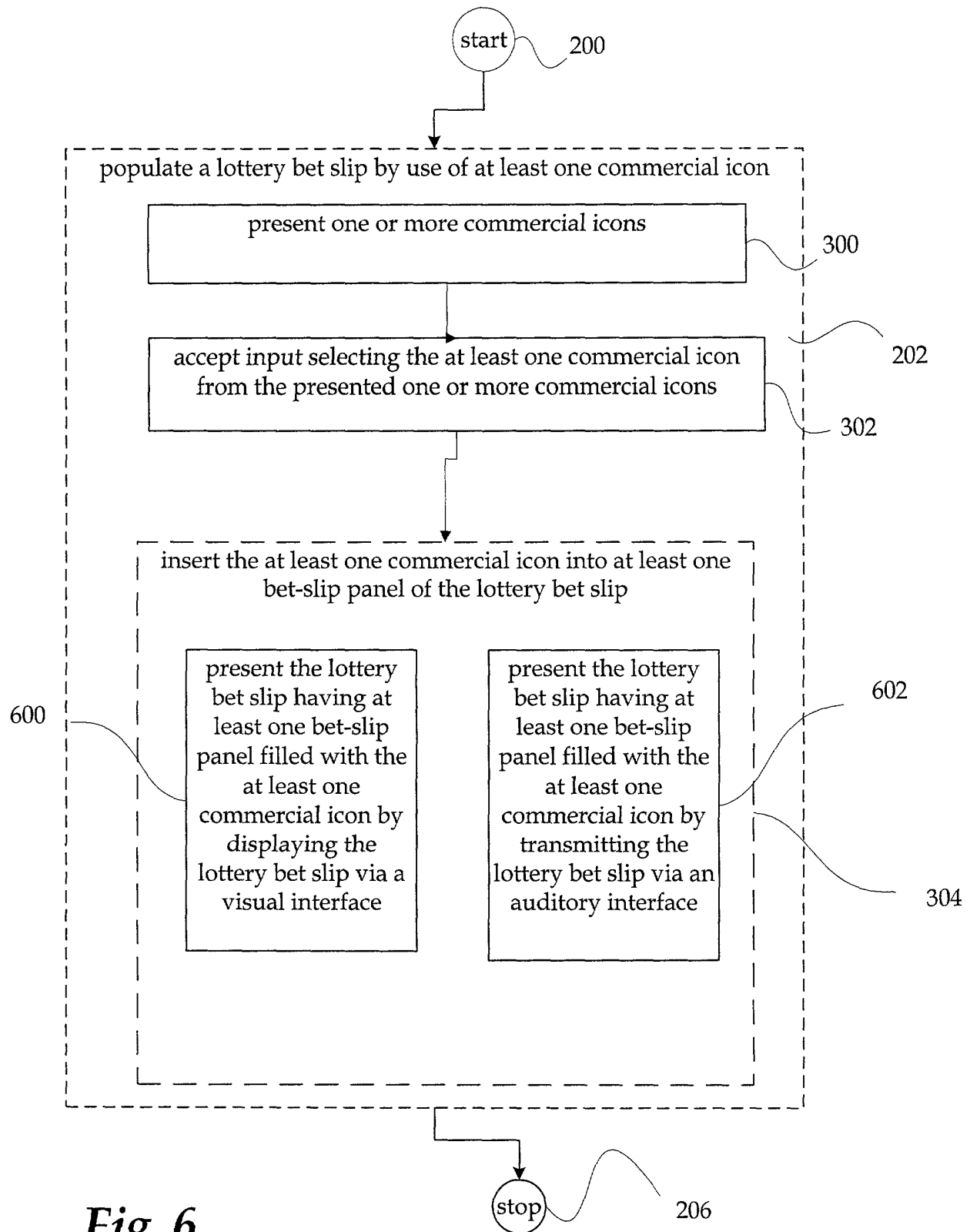
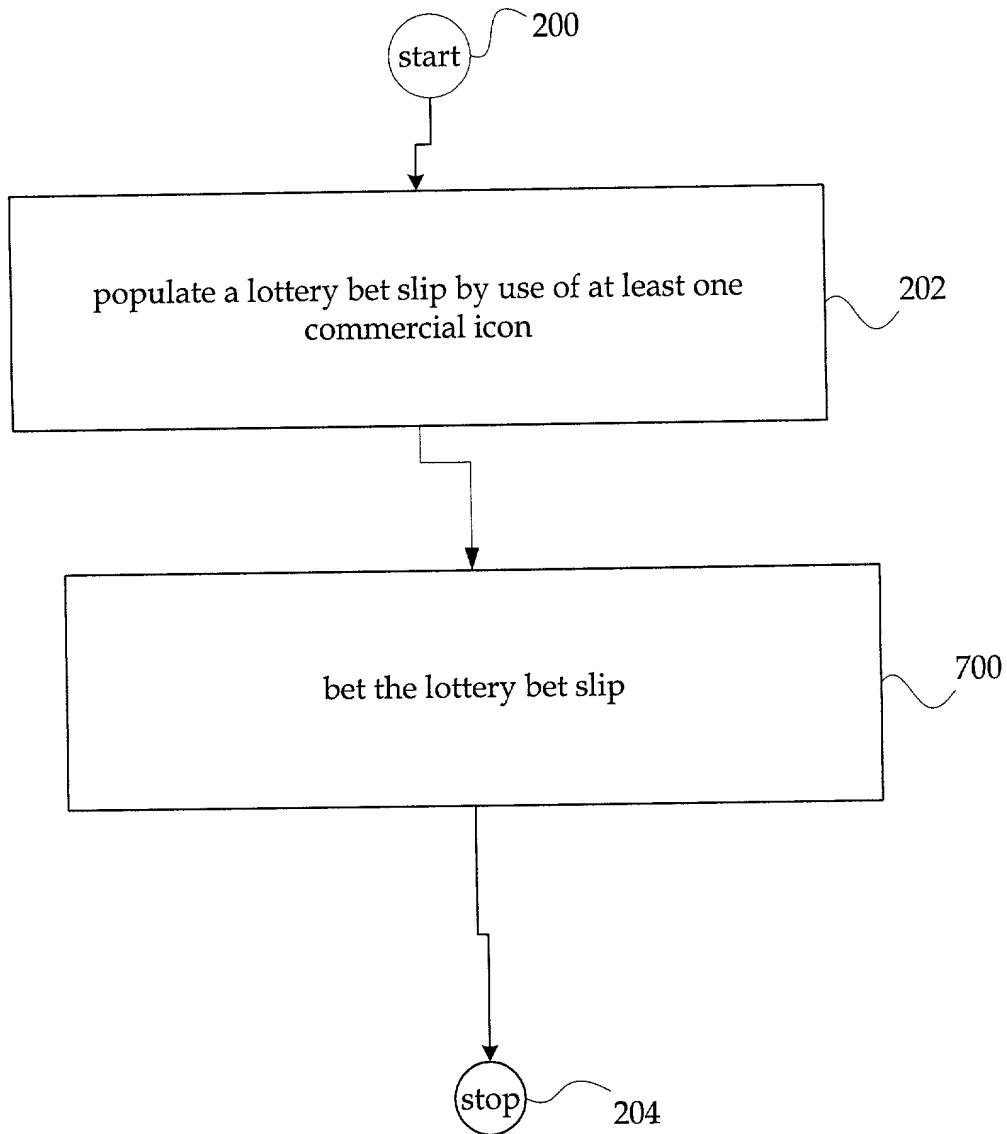
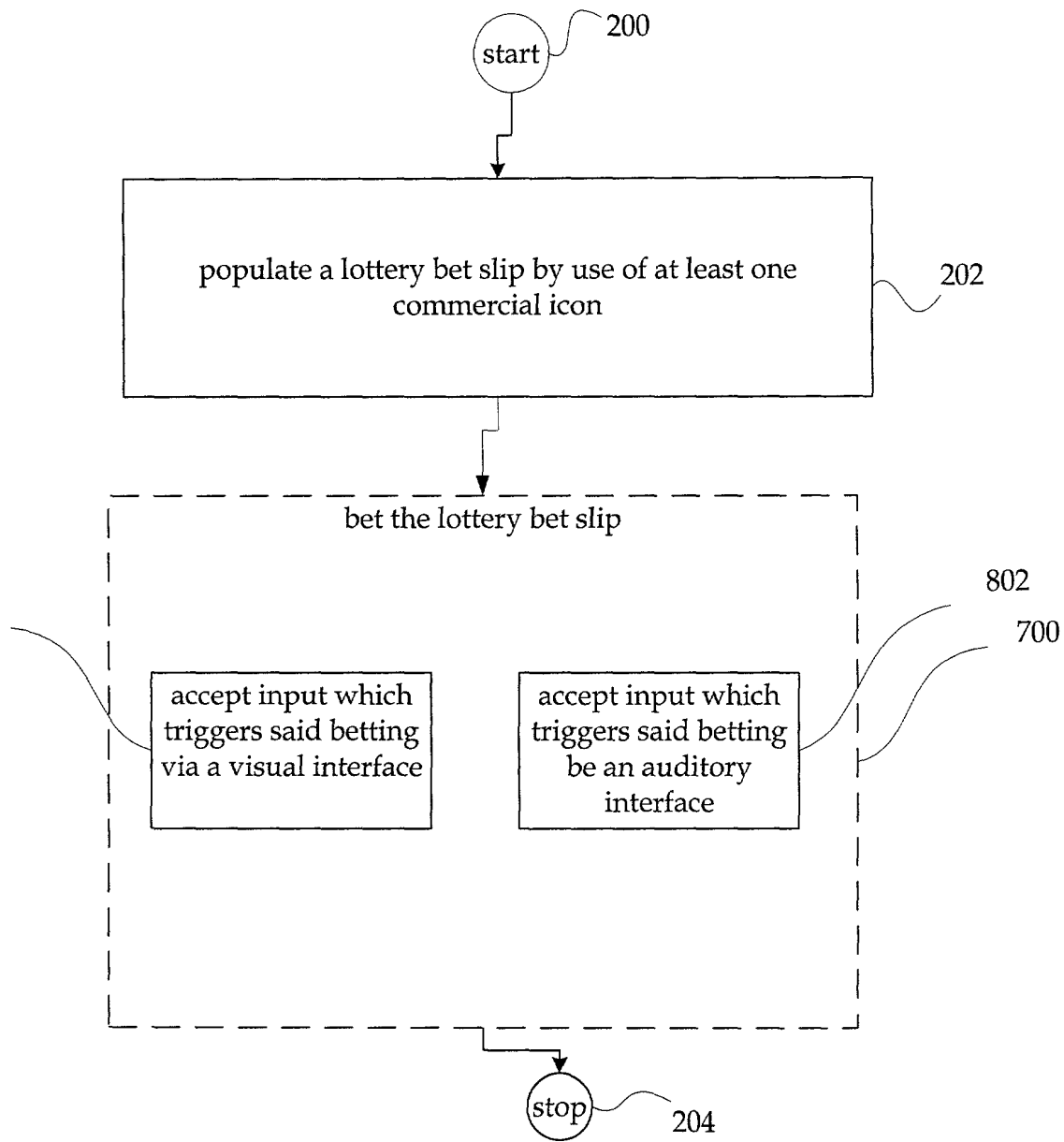


Fig. 6



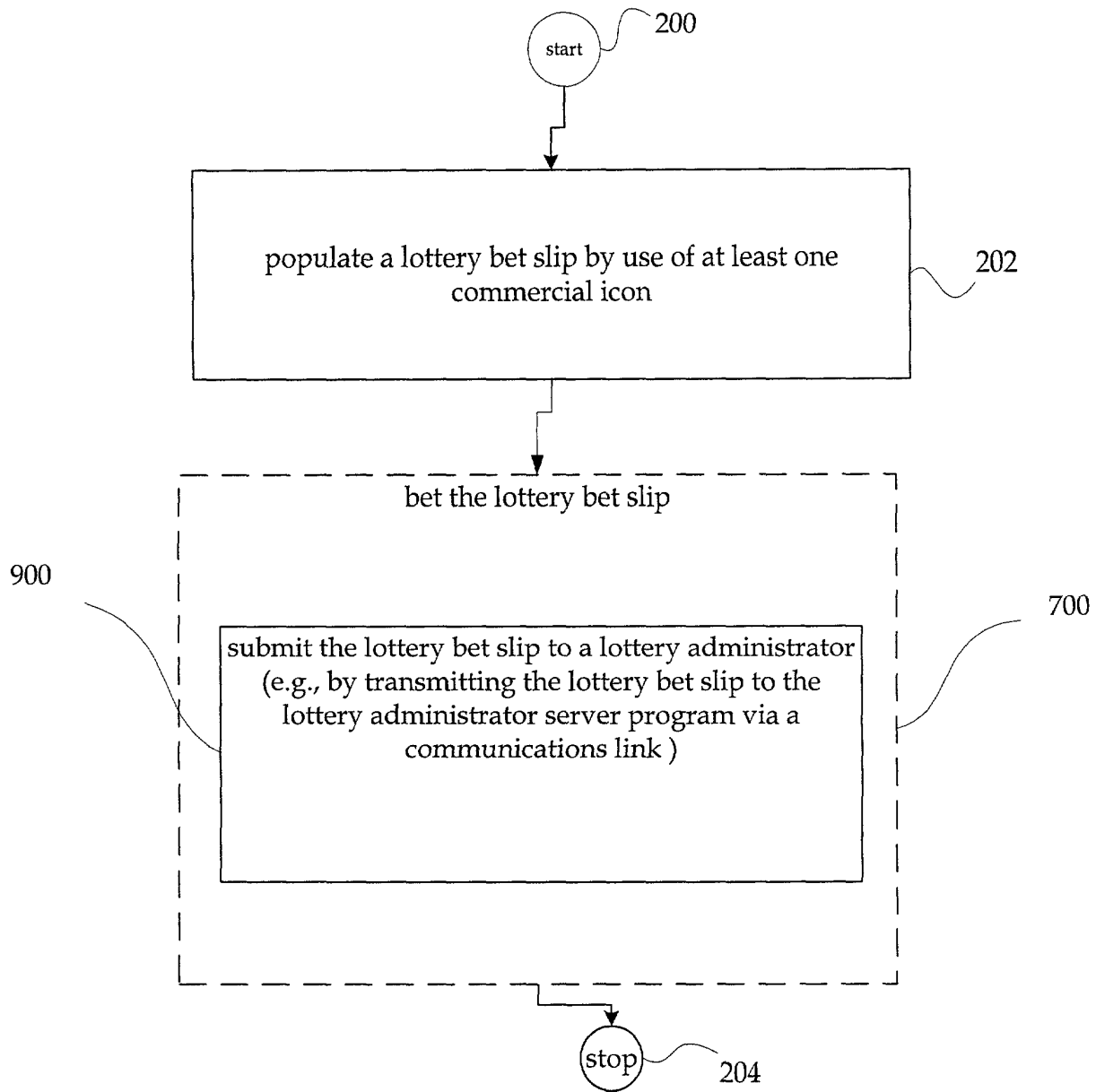
**Fig. 7**

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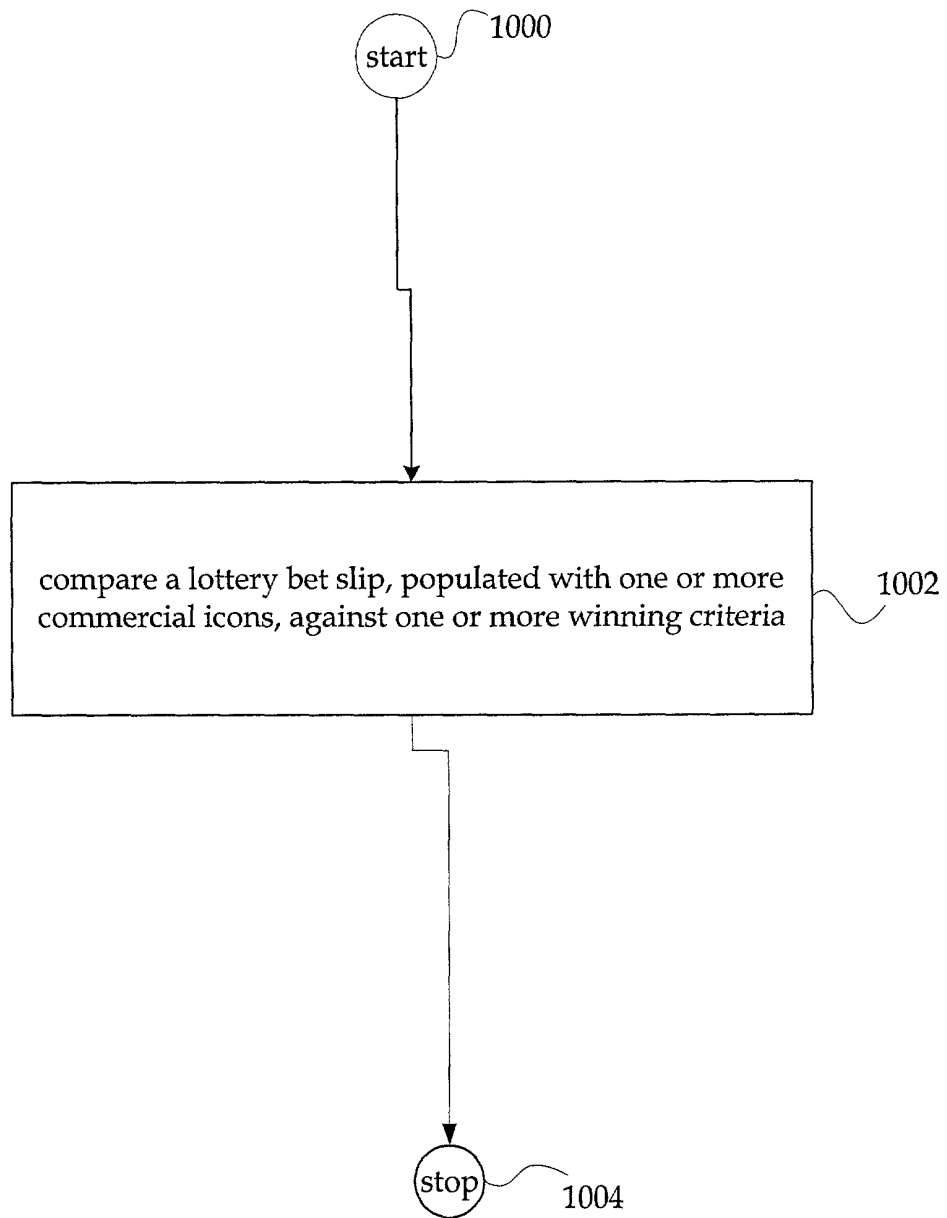
*Fig. 8*

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*Fig. 9*

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**Fig. 10**



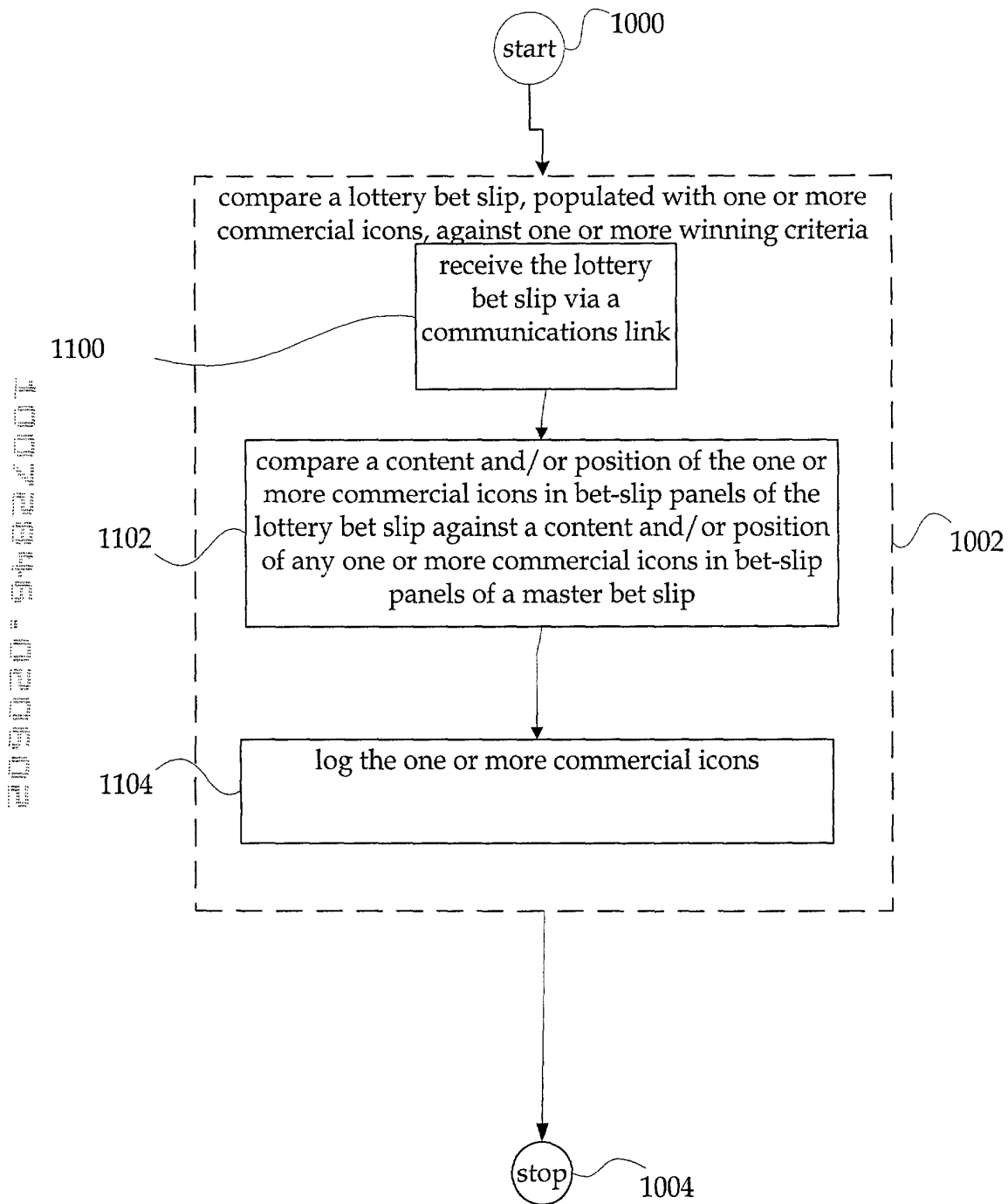
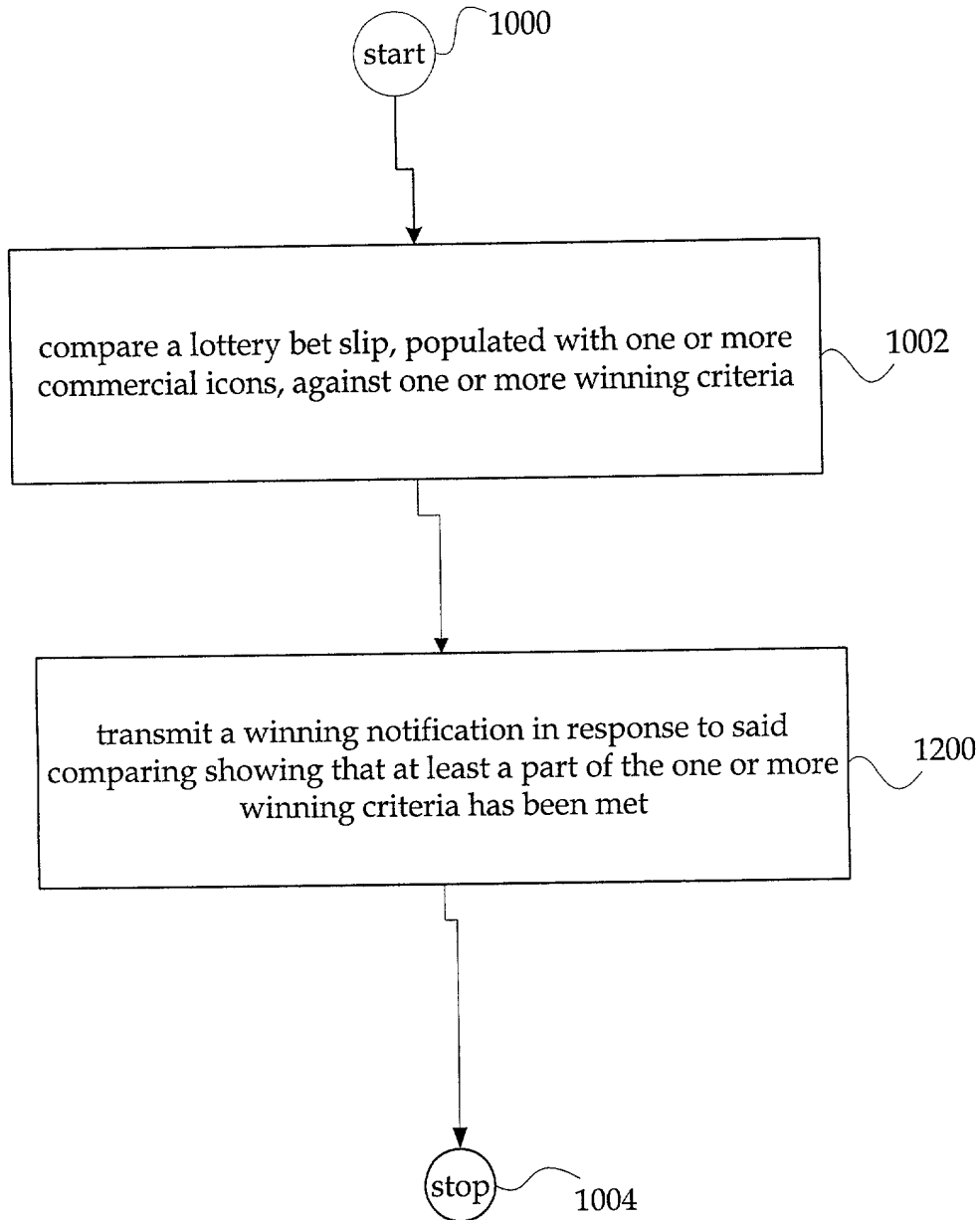
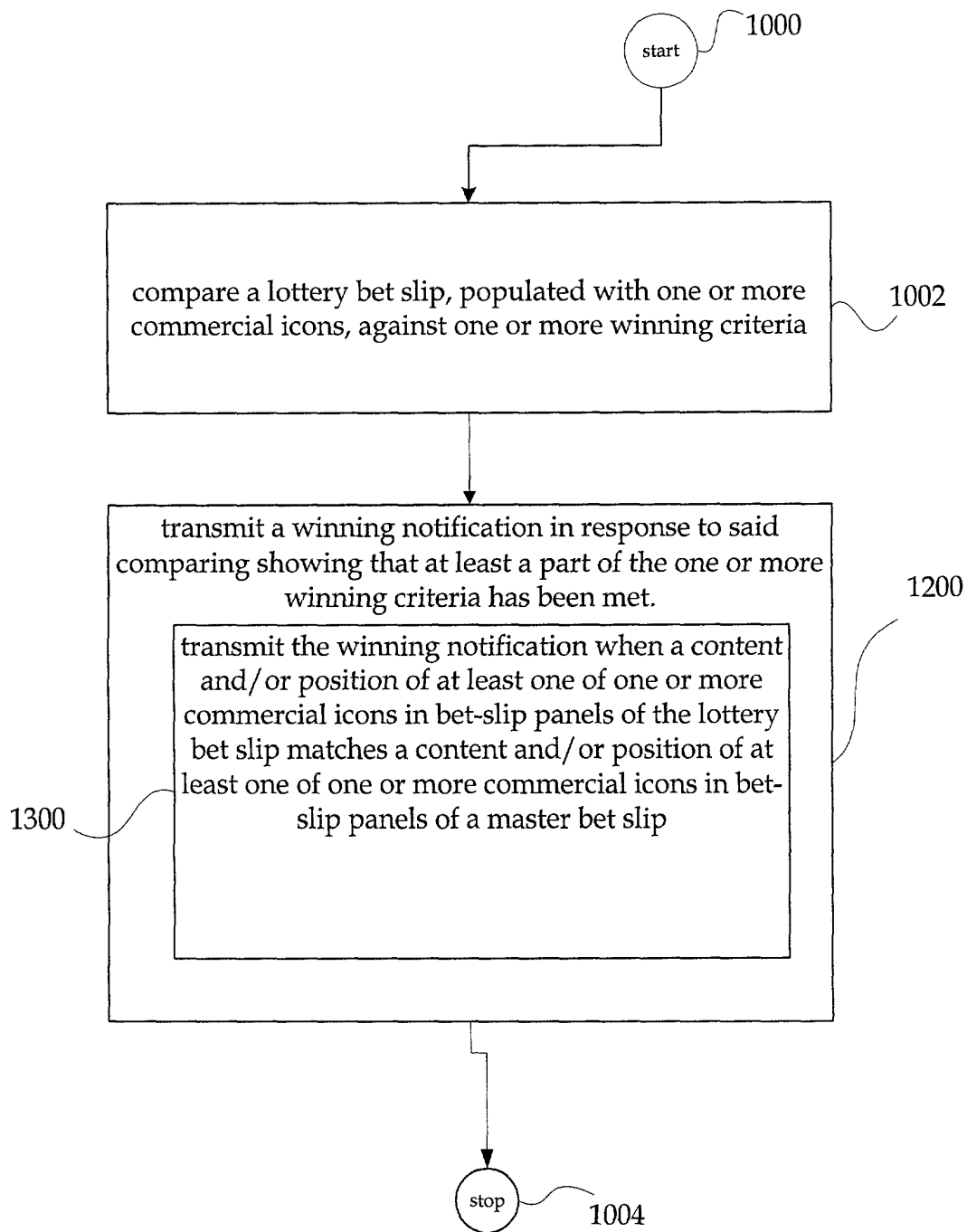


Fig. 11

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**Fig. 12**

*Fig. 13*

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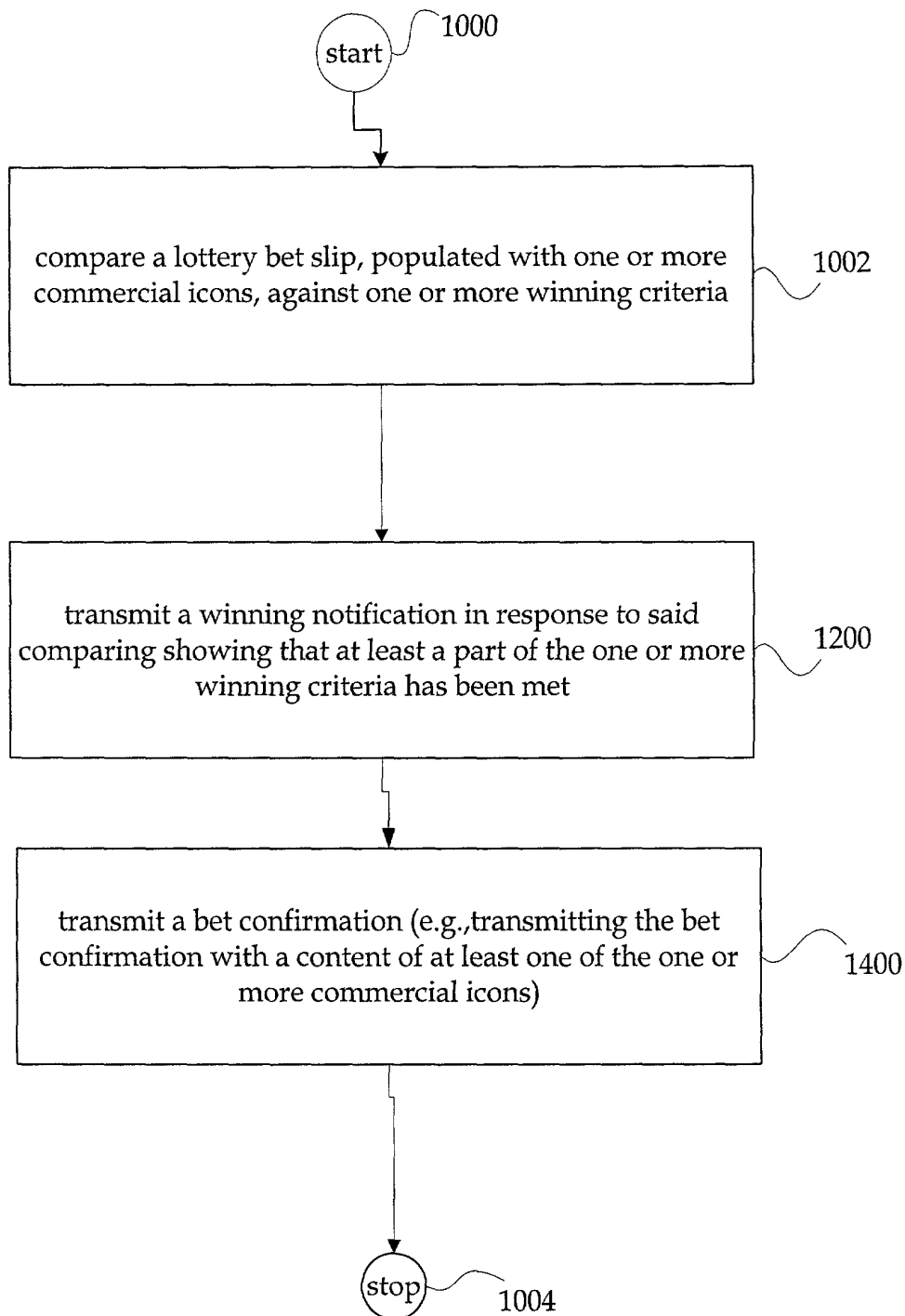


Fig. 14

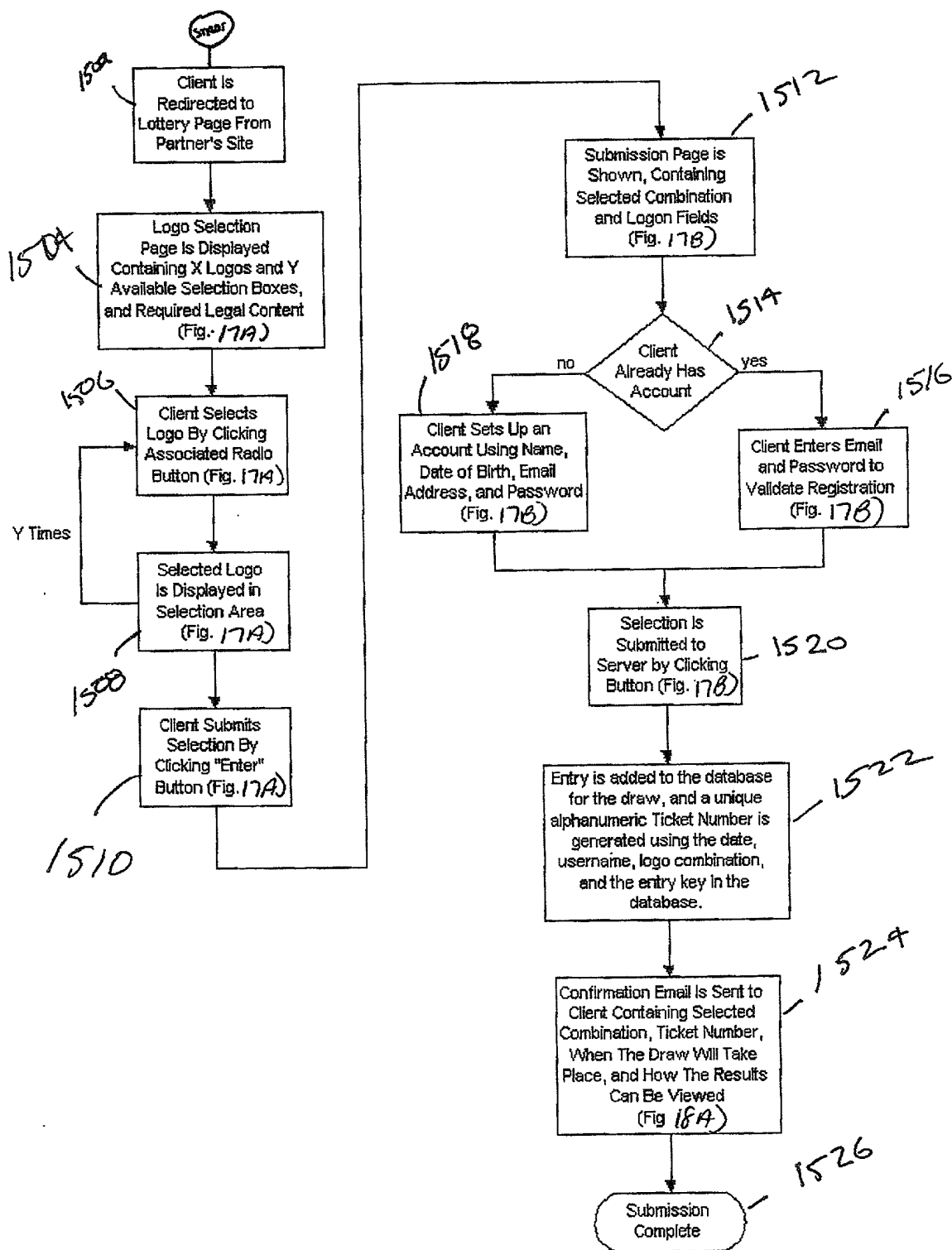


Figure 15A- Logo Lotto Entry Process Flow

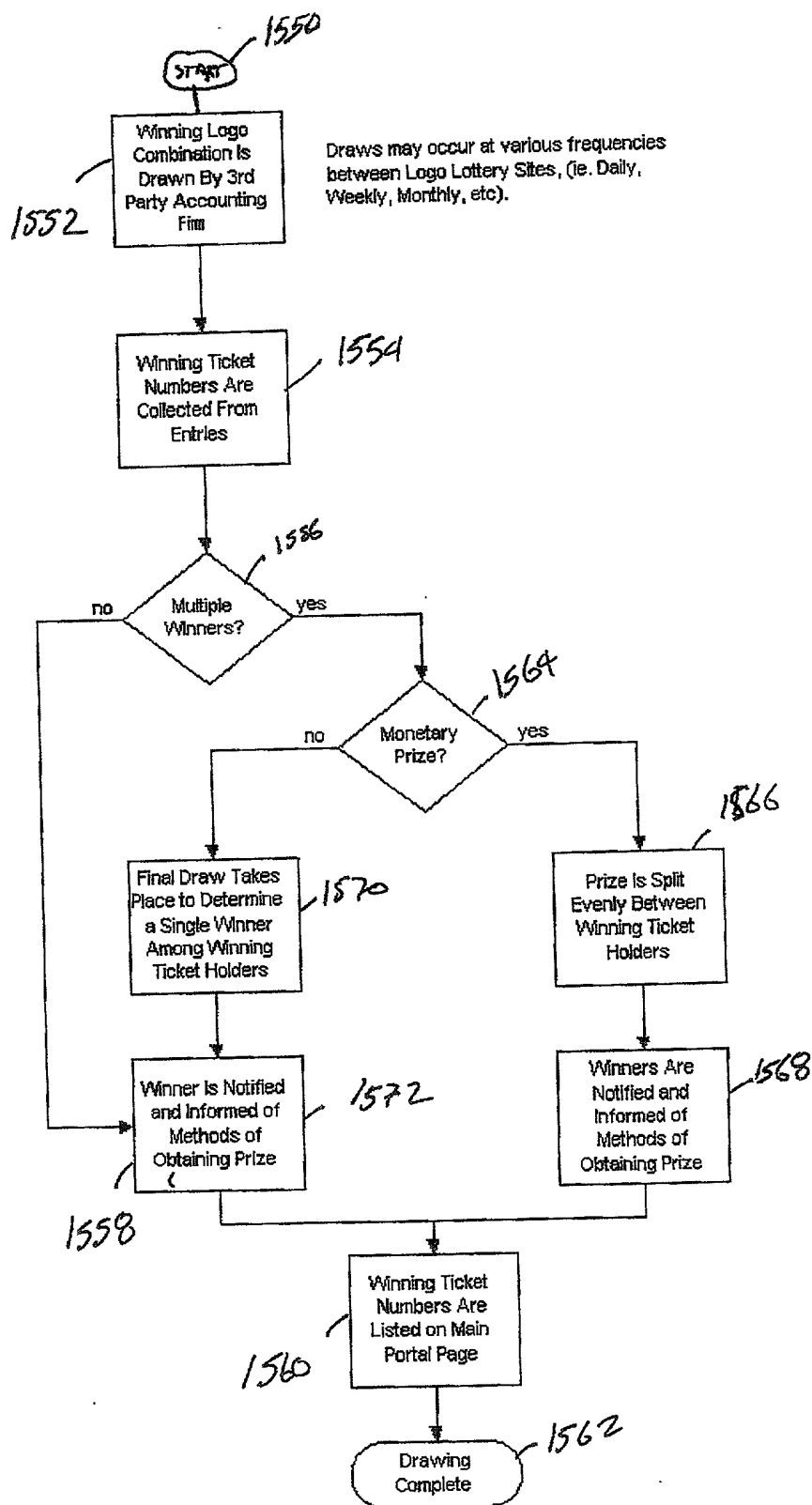
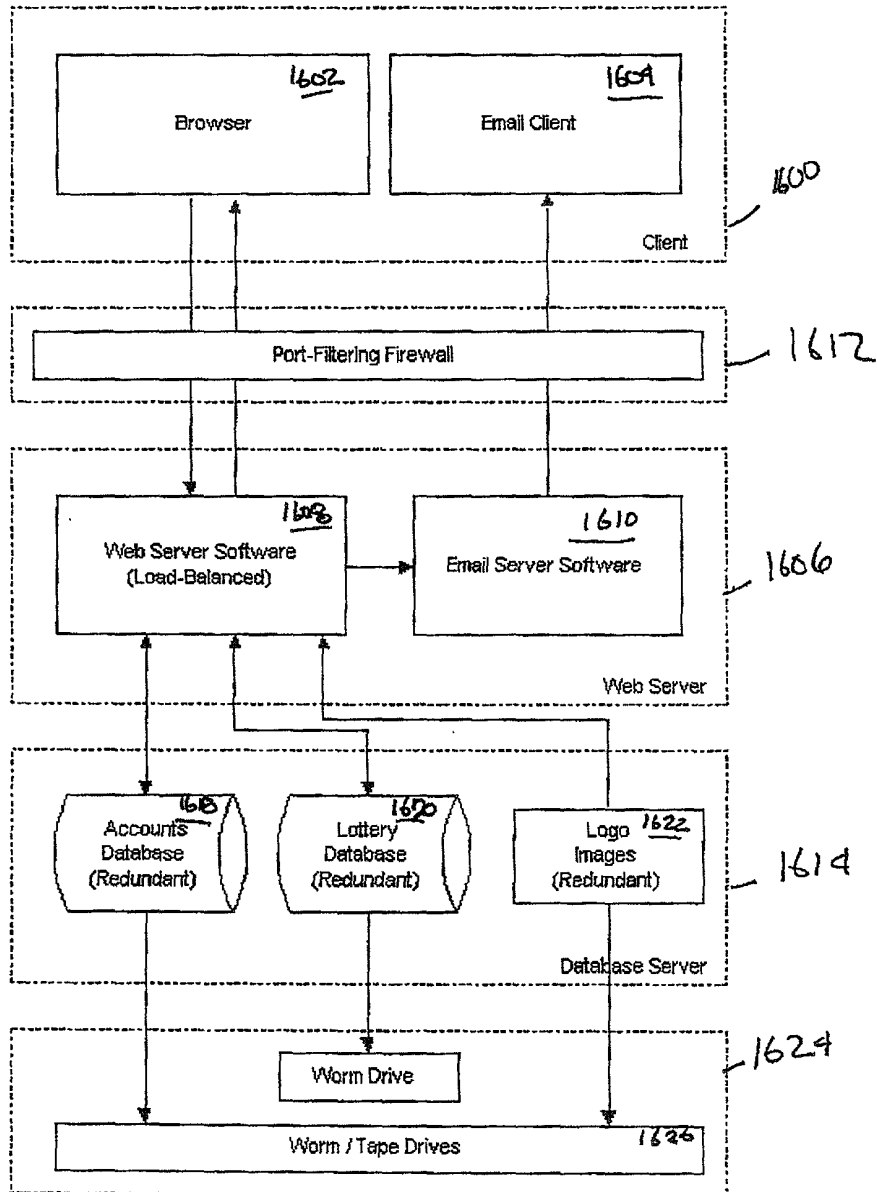


Figure 150 - Logo Lotto Drawing Process Flow



**Figure 16 - Logo Lotto Components**

Draw Frequency	"Brought To You By ..."	Last Winnings
Dynamic Content for Advertising		
Draw Date		Lotto Number
Current Prize		
<div style="display: flex; justify-content: space-around;"> <span>1710</span> <span>1712</span> <span>1714</span> <span>1716</span> <span>1718</span> <span>1720</span> </div>		
Legal Content		

Clicking a Logo Pops Up an Adspot

1702  
1704  
1702  
1704  
1706  
1708

1702  
1704  
1700 ~

Figure 17A - Logo Lotto Entry Page

Dynamic Content for Advertising	
<div style="display: flex; justify-content: space-around;"> <span>1710</span> <span>1712</span> <span>1714</span> <span>1716</span> <span>1718</span> <span>1720</span> </div>	
Existing Account	
Email	<input type="text"/>
Password	<input type="password"/>
<input type="button" value="Submit"/> 1752	
New Account	
Name	<input type="text"/>
Date of Birth	<input type="text"/>
Email	<input type="text"/>
Password	<input type="password"/>
Confirm Password	<input type="password"/>
<input type="button" value="Submit"/> 1752	

1706  
1750 ~

Figure 17B - Logo Lotto Submission Page



User is given information required for retrieving prize if won.

If a new account was created, the account information is listed here.

For each of the selected Logos, a Promotional Offer, Sale, or Special is Listed for the Corresponding company.

Thank you message.

Your Selected Combination for The Draw on Month Day, Year Is

1710 - [X] [X] [X] [X] [X] [X] ...

Your Corresponding Ticket Number is #####

1712 1714 1716 1718 1720

The login information for your new account is as follows:

Username: \_\_\_\_\_

Password: \_\_\_\_\_

Full Logo

Promotional Offer

⋮

⋮

Figure 18A- Logo Lotto Confirmation Email

1706

1804

1802

1806

1800

User is given  
information  
required for  
retrieving prize  
if won.

Additional  
Space Used  
for Advertising

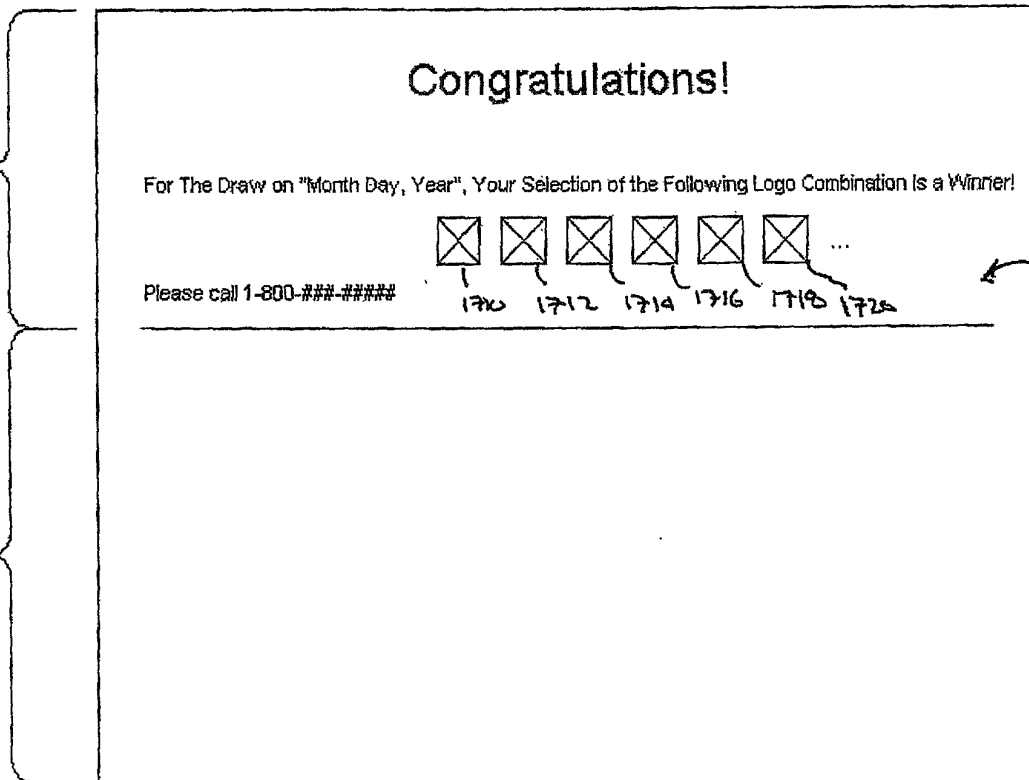


Figure 186- Logo Lotto Winning Notification Email

1850

205020-2482001